

Christmas Gift Stocks are in Readiness

Here is a page of gift suggestions that tingles with great variety. It holds the answer—a practical answer to many puzzling gift problems. Yet it is but a partial index to the wealth of gift merchandise which this store has gathered for Christmas shoppers. Every section is fairly bursting with extensive Christmas stocks; and the definite lower price levels which have been established in response to the promise of more favorable markets, bring back the pleasures and thrill of good old fashioned Christmas days.

Happy News for Christmas Shoppers

Silk Hosiery at Lower Prices

Women who have denied themselves the luxury of wearing silk hosiery because the prices were high have a big surprise awaiting them here.

Phoenix, McCallum, Wayne Knit, Onyx and all our other well known lines of hosiery are now being offered to pre-holiday shoppers at 20 to 33 1/2% less than regular prices.

Phoenix \$1.80 pure silk hose, seamed leg, lisle top and sole. Black, white, dark brown and navy.

Phoenix \$2.10 pure silk hose, mock seam, lisle garter top and sole ...

Phoenix \$2.60 pure silk full fashioned hose, lisle garter top and sole, black, Havana brown, Russia calf and navy ...

Women's \$3.25 pure thread silk hose, made full fashioned with silk lisle garter tops, heels, toes. Black, navy, African brown ...

Onyx \$3.50 full fashioned silk hose with Pointex heel, lisle garter

tops and reinforced heels and soles. Black

Onyx \$3.95 all silk stockings with Pointex heel, black and cordovan at ...

McCallum \$4.50 heavy all silk hose, with lisle lined hems, and soles. Black, white, African brown, beaver, navy and silver ...

McCallum and Wayne Knit hand embroidered and lace clocked hosiery. Black, white and brown at a discount of ...

\$1.35

\$2.69

\$2.95

\$3.48

20%



A Special Sale of CHRISTMAS FROCKS

Velvet Frocks, Wool Frocks and Silk Frocks in an unbelievably wide range of the season's most popular styles were secured by us at a big concession. We didn't hesitate a minute in accepting the proposition despite the great number of Frocks involved for we knew that our patrons with gift lists and holiday occasions in mind would welcome this unusual offer.

Manufacturers are Now Paying the Cost—Opportune Purchases of New Cloth and Silk Dresses Enables Us to Offer Our Customers Savings of 1/3 to 1/2

Special Groups of Dresses Many Worth Double at
\$18 - \$25 - \$35

A Special Holiday Sale of Dancing Dresses and Evening Gowns
Beautiful Afternoon and Street Dresses At Savings of 1/3 to 1/2



Coats for Christmas

They should not be overlooked as gifts for the styles are so distinctive and varied. And not to be forgotten are those made especially gift-worthy by trimmings of elaborate embroideries and rich, glossy furs.

Manufacturers are Now Paying the Cost
Big purchases of coats from best New York makers.

COATS WORTH
TO \$75 AT

\$35

COATS WORTH
TO \$100 AT

\$55

COATS WORTH
TO \$175 AT

\$98.50

Hundreds of them just arrived from New York's foremost makers—Plain or with Big Fur Collars.

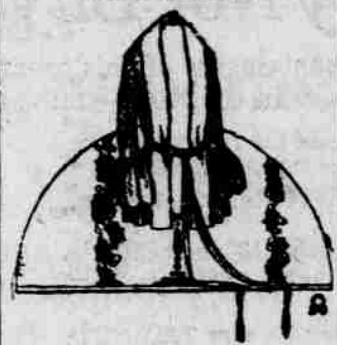
Special—Fur Trimmed Coats \$25

With Australian Opossum Collars and Silk Lined.

M & K

ROCK ISLAND

Thoughtfulness
Prompts the Giving
of Warm Sweaters
and Scarfs



As long as the weather continues raw and cold women are going to get all kinds of indoor as well as outdoor comfort out of a warm wooly sweater and scarf.

Special Holiday Sale
Of Sweaters and Scarfs
at Reductions of
1/4 to 1/3

From Our Footwear
Displays Comes a
Valuable Gift
Suggestion—
Slippers

Everybody from granddad to the little tot, likes to slip into comfy slippers when feet ache or are just tired. This pre-holiday group anticipates every slipper need of the entire family. It enables one to attend to quantity gift-selecting without serious damage to one's purse.

For Women
Felt slippers, with nice thick padded soles, in blue, grey, old rose, brown, \$2.50 and \$2.75. Felt slippers, with leather soles, in brown, grey—fur and ribbon trimmed tops, \$2.75.



For Men

Everett, Romeo and Opera slippers in black and brown kid, \$3.25 to \$5.00.

Girls' Felt Slippers in navy and wine colored with heavy padded soles \$1.75.

A Corduroy Robe

Is so Comfortable to Lounge Around In

Getting up on a cold winter morning will not seem a hardship to the person to whom you present a corduroy robe; without a doubt it is one of the most comfortable of lounging garments. Made in a variety of becoming styles in such glorious colors as rose and copenhagen blue it is mighty sightly, too.

Also Beacon Blanket Bath Robes in Endless Variety of New Patterns and Colorings. A Great Holiday Sale.

Savings Range from 20 to 33 1/2%

\$5.95 - \$6.95 - \$8.95

The most complete display of Corduroy and Beacon Blanket Bath Robes we have ever shown.

NOTE—See the special displays of Bath Robes for Children and Misses! Patterns that will please and prices sure to surprise you for their reasonableness.

A Holiday Sale of Silk Underthings

Your Unrestricted Choice
of Our Entire Stocks of
Fine Silk Underwear at
Reductions of

**20% to
50%**

Including

Crepe de Chine Gowns
Satin Gowns
Crepe de Chine
Bloomers
Kayser Silk Bloomers
Kayser Silk Union Suits
Crepe de Chine Chemise

Satin Chemise
Crepe de Chine
Camisoles
Satin Camisoles
Kayser Silk Vests
Kayser Silk Camisoles
Kayser Silk Step-ins

This will be a splendid opportunity to select your Christmas gifts, as nothing could be more appropriate and acceptable for a gift than a piece of dainty silk underwear.

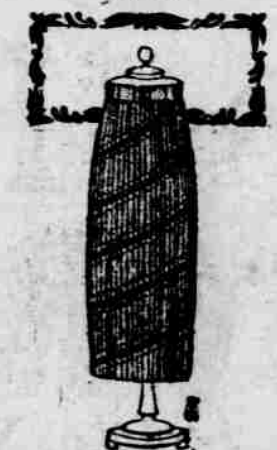
GIFT SUGGESTIONS

Silk Petticoats, Ankle and Knee Length Bloomers at reductions of

33 1/2 to 50%

A PREFERRED
GIFT

The Pleated Skirt of
Plaid



We don't know exactly what your daughter wants but we know that a charming separate skirt wouldn't fall short of the mark. Young girls are very enthusiastic about these wool skirts.

Our Entire Stock of
Skirts—Wool Plaids,
Tricotines, Faille Silk,
etc. at Reductions of
1-4 to 1-3

BLOUSES IN NEW STYLES

Holiday Sale



Holiday Sale of Blouses
Worth to \$12.95 at

\$4.95

Blouses Special Sale, worth
to \$25 at

\$9.95

Blouses for some time have had an amazing penchant for georgette crepe. But that doesn't prevent some of the most alluring models in this holiday showing from being developed of beautiful soft toned georgettes, crepe de chine, satins and taffetas. And every single model is strikingly enhanced with embroidery of metal thread, wool, floss or beads.